

Image Through Quality: Vendor finance for print solutions company in the UK



ITQ Image Through Quality Ltd

Founded in 1991, ITQ provides cost-effective and efficient document solutions. The company helps customers gain insight into print behaviour, streamline printing and cut costs. Its diverse customer base includes small businesses, multi-national corporations, schools and hotels.



Challenges

- ITQ's customers need financing support to meet the cost of new, advanced printers and photocopiers, and supplementary solutions such as software.
- ITQ helps customers analyse how people use printers, streamline their document flows, and ensure systems are used optimally.
- More efficient print management means businesses print less and waste less, while distributing documents more effectively.

Solution

- ITQ offers the majority of customers financing through Siemens Financial Services (SFS), for their printers and photocopiers.
- This is always a fixed-term leasing agreement, as this facilitates upgrades at the end of the term.
- SFS has been ITQ's preferred financing partner for over 35 years.

Benefits

- ITQ's customers can access secure and modern print solutions without large upfront costs, instead spreading payments over time. Flexible agreements facilitate upgrades.
- The provider's secure print solutions mean printing is released with a card or PIN, providing greater accountability. This also avoids forgotten and unnecessary printouts.
- For ITQ, same-day payouts, simple processes, the use of SFS' portal, SieSmart, and easy access to the SFS team facilitates smooth sales completion.

“We wouldn't be able to deliver our solutions without finance. Our customers rely on us not only for secure print solutions, but also for financing to make these investments possible.”

Roger Bruce,
Director, ITQ